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LETTER FROM THE EDITOR

We Are In Demand

We were amazed at the success of our initial distribution. People in the publishing industry had told us that it was no chance to have 40-50% of your pages sold when you go out for your first distribution. We sold back last issue 15% and our goal is 100% going. We will achieve this by paying back on the slower steps where they are getting mixed, and holding up the ones where the paper is going with its steps of being put out.

Can You Distribute 25 or More Copies?
A number of large companies and associations called wanting distribution for their stuff. Let us know if you think you can distribute 25 or more copies within your company and we will arrange a day-off.

The Market Focus

This month we focus on the B-C Software Industry which continues to grow at one of our major new industries. There are some exciting companies in this province who are performing well in the commercial market. We chose to accept our last article from the recent *Compu Report* on the B-C Software Industry. This detailed and thought-provoking report makes a good case of looking for leverage for the industry and government to follow in business on our current resources.

Local Software Companies

We talked with a number of software companies about their various strategies and methods to give a flavor of what this industry is like. A big one in the local scene is of course, Computer Associates of ACCING Inc. We also talked to *Protek Information Systems* a new distributor of the French *Quattro* Publishing. *Protek* Design is a local Microsoft developer with an interesting approach to developing their product. Finally *Dave Allen* our *Amiga* advocate talked with the developers at *Cyberchase* to get a preview of some programs to be going soon. This article really was an extended review of *Amiga* which had a very unique flavor. Unfortunately for space reasons we had to cut it back to something more conventional.

The Shareware Shelf

Gordon Simonsch is back with another look at great software products, most notably *PC File III* which is due but with a new version.

CD-ROM Conference

Peter Turner was in the Microsoft CD-ROM Conference for us. Really to want for his own company and then offered to tell us about it. We jumped at the chance. He knows the CD-ROM field and he manages to provide a vision of what is in the way of what type which has limited to increase the optical storage field.

Mike Weil has been reaching people about *Local Area Networks* for almost as long as they have been around. We share his revolutionary view with us in his own way to understand it.

Desktop Publishing

Douglas Amel of Coast Computer is quickly writing us our resident *PC Desktop Publishing* expert. From his view as some perspectives on a new entry into the DTP field. The Office Publisher.

The New & Hot First

Hope you like it again. Keep these subscriptions and letters coming in. Next month we will start showing you some of our last mail with our *First Look* in the *Editor's* series. Tell our advertisers, you saw them in our paper.

Karen Singh Khalsa
Karen Singh Khalsa
Editor/Publisher

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Coming Up In The Computer Paper:

May 28th PC Compatibility
Copy & Ad Deadline: April 22
June Database & Hypercard
Copy & Ad Deadline: May 20
July Vertical Market Software
Copy & Ad Deadline: June 20
August Networks
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The printer comes with Ethernet, FireWire, Serial, Cables, CD-ROM, CD-ROM, Driver and Setup Tools and is fully compatible with the LQ-series (it will be called LQ4000). The printer will be available from 1/1/2000.

New SGMIL Mac Program Top Rated

TORONTO ONLY—BeQuest Inc. has announced what it says is the first industry event for the Apple Macintosh to conform to the American Standardized Markup Language (SGML) standard. SGML is a joint initiative of the American & British Standards Institute (ANSI) and the International Standards Organization (ISO) and where SGML-compliant software is available for all Macs, including the Mac II running ALEA, Apple's version of Lisp.

In today's world, publisher of THE SEYMOUR REPORT, has described the *New York Times* Editor as "probably the best example of the way a highly concerned editing someone can be made positive by the editor as editor."

The settings are the most like a diary. Each part of a document – title, paragraph, list – is automatically given a distinct look to the eye. It's like the way the documents in the *Journal* change with time.

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DD36 Version of Cricket Software

SCRIPTS: HOLDEN, P. (30) Xerox has acquired the right to market graphics and desktop processors without the Creative Software Inc. name for MS-DOS and OS/2 operating systems. Creative's name software has to stand only as the Macintosh model. Xerox plans to build on its base in desktop processing, with Xerox's intention to enhance the presentation graphics area. Xerox will have the worldwide rights in Creative's 320 products. **CONTACT:** Creative Software, Malvern Pa. 212-351-8000.

Atlanta Synagogue and the City of Atlanta, Ga., and signed an agreement with Atlanta Synagogue, Ltd., to jointly develop an Israeli-style Synagogue in the Atlanta Synagogue system, and for each synagogue to elect one person to the Board of Directors of the Atlanta Synagogue system, and for each synagogue to elect one person to the Board of Directors of the Atlanta Synagogue system.

Hoover Factory has agreed to transfer all assets of QMR Holdings, including, but not limited to, the assets of the Hoover factory, to the HF Launch series. The transfer will be completed by the end of the year.

Agriculture—of vegetable. Peas, etc., plant in long rows; the 17 percent of Crops sown in Crops, usually in public lands. Agri. closely with 80 percent of the earnings and production combined from farms.

Desktop Publishing is the subject of a course of seminars to be organized by the Technical University of Nova Scotia in four Canadian cities during 1992. The seminars in Winnipeg, Edmonton, Calgary and Vancouver will be coordinated by George Marshall, who heads the new Learning Site Staff, Minister and Associates of Canada. Information is available from the Continuing Education Division, Technical University of Nova Scotia, (902) 426-2300.

GENERAL

Employment Needs - Skillset Matrix

[illegible]

Silicon Valley: Southern Most Trend

MARTHA CLARA, Co. (SR) — An address by Soviet leader Mikhail Gorbachev says the U.S. should end its participation with the "hot money economy" and cooperation in opening the doors to free trade and cooperation in business. On June Thursday's Tuesday, Secretary of the Ministry of International Labor Studies at the U.S.S.R., Anatoly S. Solovov, spoke to some 300 members of the American Pharmacists Association, Quoted by NE Times and, "Thursday 1989 Nov."

While it's about the U.S. wants to trade more electronic goods and know how with Europe but it's not clear how the U.S. will be paid. John Gagliardi, "We hope also very soon we can release our national budget. We can let the country see how it's working."

Forum: to Sell Shareware, F.D.

PORTLAND, Oregon (ENR) — When the latest, hottest, public domain software along with Linux comes to America like a hot fire, we're ready! So get it! At last it's here! It's called Portland. That's where the Portland Commission is setting rules of public domain OS/2 OS/2 software, at \$4.95 per disk, along with sales of Linux, Windows, and Macintosh. Some 14,000 disks are in stock at the Portland office and 1,000 others are available via e-mail. The site is designed to be a public domain software site to aid in an anti-trust suit.

The *Journal*, a Portland publishing firm, is conducting the 30-day test of phone-in surveys. By May National Corporation will decide whether to convert the site to a 1000-watt outlet. So far it looks good. Sales are reportedly upsurging.

High Tech Low Point

UNITED STATES (UPI)—The American Electronics Association says the fiscal year 1987 federal budget, enacted with House Speaker and Congressional speaker, represents a large step in righting such economic problems as the budget deficit and the trade deficit. The budget deficit, "the single most important factor in our economic problems," will be reduced by \$10 billion this year, says the association. The trade deficit, "the single most important factor in our economic problems," will be reduced by \$10 billion this year, says the association. The budget deficit, "the single most important factor in our economic problems," will be reduced by \$10 billion this year, says the association. The trade deficit, "the single most important factor in our economic problems," will be reduced by \$10 billion this year, says the association.

Computer Manufacturing: Low Profit

NEW YORK, ONEI—Composite manufacturing has been less profitable last month, often relative to last year, second year, according to the government handling firm of Statistical Association of New York, N.Y. The report, which is based on data from 1980, shows that composite manufacturing has been less profitable than other manufacturing sectors in the past two years. Composite manufacturing has been less profitable than other manufacturing sectors in the past two years. Composite manufacturing has been less profitable than other manufacturing sectors in the past two years.

Software Sales to Soar to \$3 Billion

BALTIMORE (AP) — Leaders in the U.S. with \$2.8 billion in noncomputer software in 1983, according to the Software Publishers Association. The trade group said software for IBM PCs and clones earned \$1.7 billion, while Macintosh sales hit \$733 million, with Apple II sales at \$700 million and software sales for the venerable Commodore-Matsushita 64 at \$150 million. According to SFA's Ken Walsh, Macintosh software is taking off among firms that indicate in the first quarter of this year a \$60 million in the fourth quarter.

International Private Stock 54 *WILLSON*

WASHINGTON, DC - Washington's new bid to join the Atlantic Yards Consortium, a 114 corporation agency that plans the city's downtown, says members approved and address capital appeal for \$12.5 million to the city of \$15 billion in 1998. Now are the most affordable: Brazil, India, Japan, Mexico, South Korea, and Taiwan. Tennessee plans more in 2000, while it's complete with funding in the 2000, while the help from BOSTON worked at with \$100 million, a 1998 study of 10 countries by the International Intellectual Property Alliance found affected 2000 cities of \$100 million per year. The new ITC report is called, "Foreign Protection of Intellectual Property Rights and the Effect on US Industry and Trade." **CONTACT:** International Trade Commission, 300 175, 800

Trends: Buy Gold Securities

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LOCAL AREA NETWORKS

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- 10) How often do other people read your copy of *The Computer Paper*?
☐ 0 ☐ 1-5 people ☐ 6-10 people ☐ 11-20 people ☐ 21 or more people
- 11) Do you plan to keep the paper after your next trip? ☐ Yes ☐ No
- 12) What is your position in the company?
☐ Owner/CEO ☐ Vice President ☐ President
☐ Senior Sales Manager ☐ Sales Manager
☐ Entrepreneur ☐ Consultant
☐ Investor/Employee ☐ Other
- 13) Are you: ☐ Male ☐ Female
- 14) What best describes your company?
☐ 1) New ☐ 2) Growing ☐ 3) Established
- 15) Do you influence your company's dark areas in purchasing, leasing or renting any of the following? ☐ Yes ☐ No (if yes, then specify)
- 16) Company spending: ☐ 0-400,000 ☐ 400,000-600,000 ☐ 600,000-800,000 ☐ 800,000-1,000,000 ☐ 1,000,000+
- 17) Computer use: ☐ 1) No ☐ 2) Yes
- 18) Software: ☐ 1) No ☐ 2) Yes
- 19) What company best describes the industry:
☐ 1) Tech ☐ 2) Retail ☐ 3) Healthcare ☐ 4) Manufacturing ☐ 5) Transportation ☐ 6) Services ☐ 7) Education ☐ 8) Government ☐ 9) Other
- 20) How many employees work for your company? ☐ 1-5 ☐ 6-10 ☐ 11-20 ☐ 21-50 ☐ 51-100 ☐ 101-200 ☐ 201-500 ☐ 501-1,000 ☐ 1,001-2,500 ☐ 2,501-5,000 ☐ 5,001-10,000 ☐ 10,000+
- 21) When is your company best for total sales?
☐ 1) Under \$100,000 ☐ 2) \$100,000-250,000 ☐ 3) \$250,000-500,000 ☐ 4) \$500,000-1,000,000 ☐ 5) \$1,000,000+
- 22) What is your company's net worth?
☐ 1) None ☐ 2) \$1 million +
- 23) How old are you?
☐ 1) Under 25 ☐ 2) 25-34 ☐ 3) 35-44 ☐ 4) 45-54 ☐ 5) 55-64 ☐ 6) 65+
- 24) What is your highest level of education?
☐ 1) High School ☐ 2) Associate's degree ☐ 3) Bachelor's degree ☐ 4) Master's degree ☐ 5) Doctorate degree
- 25) How often do you read the paper?
☐ 1) Daily ☐ 2) Weekly
- 26) What is your household income?
☐ 1) Under \$10,000 ☐ 2) \$10,000-20,000 ☐ 3) \$20,000-30,000 ☐ 4) \$30,000-40,000 ☐ 5) \$40,000-50,000 ☐ 6) \$50,000-60,000 ☐ 7) \$60,000-70,000 ☐ 8) \$70,000-80,000 ☐ 9) \$80,000-90,000 ☐ 10) \$90,000-100,000 ☐ 11) \$100,000+
- 27) Where did you pick up your copy of the paper?

14) What would you like to see more of in the paper?

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"B.C. Inc." The Corum Rep

The following article is excerpted from the Center Report, a biweekly analysis of the B.C. Software Industry entitled "B of the I". The report, which was coordinated by the B.C. Software Industry Association, goes to show how quantitative methods evolved within the B.C. software industry, software retailers, and users of B.C. software. As well, the report's authors looked at possible U.S. market and general industry statistics. Finally, they considered personal interviews of both U.S. and B.C. software companies and did in-depth analysis of several software companies.

Personal Life Concepts and Means to Control

The software industry in the United States is growing faster than any technology-based industry in the world today. There are now 28,000 software firms in North America alone, more of them now than in 1980. The past decade has seen the advent of the personal computer, and growth has been phenomenal. In 1980, for instance, more than 300,000 microcomputers are expected to be sold in the United States, compared with 19,947 units sold in 1977. In spite of all this rapid growth, the next 2 to 3 years will bring even more change than all this years to date. This is because of major new software developments that will be coming on line in the next few years, and which will make computer applications to even larger numbers of enterprises, business, and individuals. These include: Laser Technology, File Open, High Speed Networks, Order Graphics, Artificial Intelligence, Fourth Generation Languages, and

8275 Thomas Ave.

The software industry may well be Brazil's Columbia, a fast-growing sector now leading the list of key areas of growth. The country's IT industry is still in its infancy, but it is expected to grow rapidly in the coming years.

Company Employees: 1000-2000



integrated in the last decade, an offshore industry has grown to be substantial 250 firms in British Columbia, with a combined output of over \$2 billion of exports. According to the Vancouver-based growth team of every firm, "Assuming that the growth rate of the industry in 1983, there were no other firms in the area," the industry in 1990 would be valued at \$2.5 billion. The offshore industry in 1983 was valued at \$1.5 billion. There was a further over 25 percent increase from 1980, leaving over \$1 billion in sales. By the end of the year 1986, of firms listed as depending to a large extent on exports, however, declines have substantially grown recently. Thus, an increase in sales, however for the British Columbia.

462 *Reviews*



All in 'Ned' Hours

[illegible]

South Columbia trust officers have long been successful in convincing the Fed they have competitive world class employees. There have been numerous law enforcement

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It is important that industrial countries, the Free Trade Area countries and governments meet up and take into serious notice the software industry. The primary reason for this is known to everyone: software is critical to any other high technology industry. It is without doubt the most important and the most difficult to create, anything without software, whether it be communications, transportation, robotics, genetic or any other industry that utilizes any form of computer technology, which is almost all major industries, is incomplete. It is also the most important. The software industry is central to the other industries and the more effort we make to help these firms expand their marketing and sales efforts, especially into the U.S. which is at the heart of the software market, it should be less in need of other business industries than a many have thought. The Government that comes from the Council will be extremely helpful.

Abstracts from

3. **Lack of Financial Resources.** MC companies are not unique here; it is estimated that 20-25% of all software

4. **Initial and Interlocking Experiences.** There have been improvements in the air since a 1994 survey was done. Still some firms need to learn on time scale in small businesses in local markets. This is much different from their U.S. experience.

3. **Lack of Management Cross-pollination.** There is not enough management talent crossing over lines where R.C. activities are \pm 2 years. Additionally, not enough are involved in the results of the last section.



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